Feasibility of Tracking Evaluating a Hazard Intervention – Mercury in Fish

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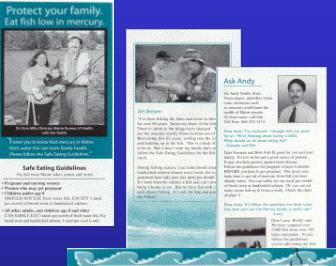
Why mercury in fish?

- Significant population exposure
- We can and are intervening
- Are we having an impact?

Background – Hg/Fish Basics

- Atmospheric deposition
- Biomagnifies in fish
- Fetal neurobehavioral toxicity
- Fish is good for you





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Risk Communication Strategy

- 1) Simplify message and material
 - 5th grade reading level
 - Focus group tested
- 2) Target pregnant women
 - WIC
 - OB/GYN, FP/OB, CNM

Evaluation - Surveillance Goals

Two Methods of Evaluation

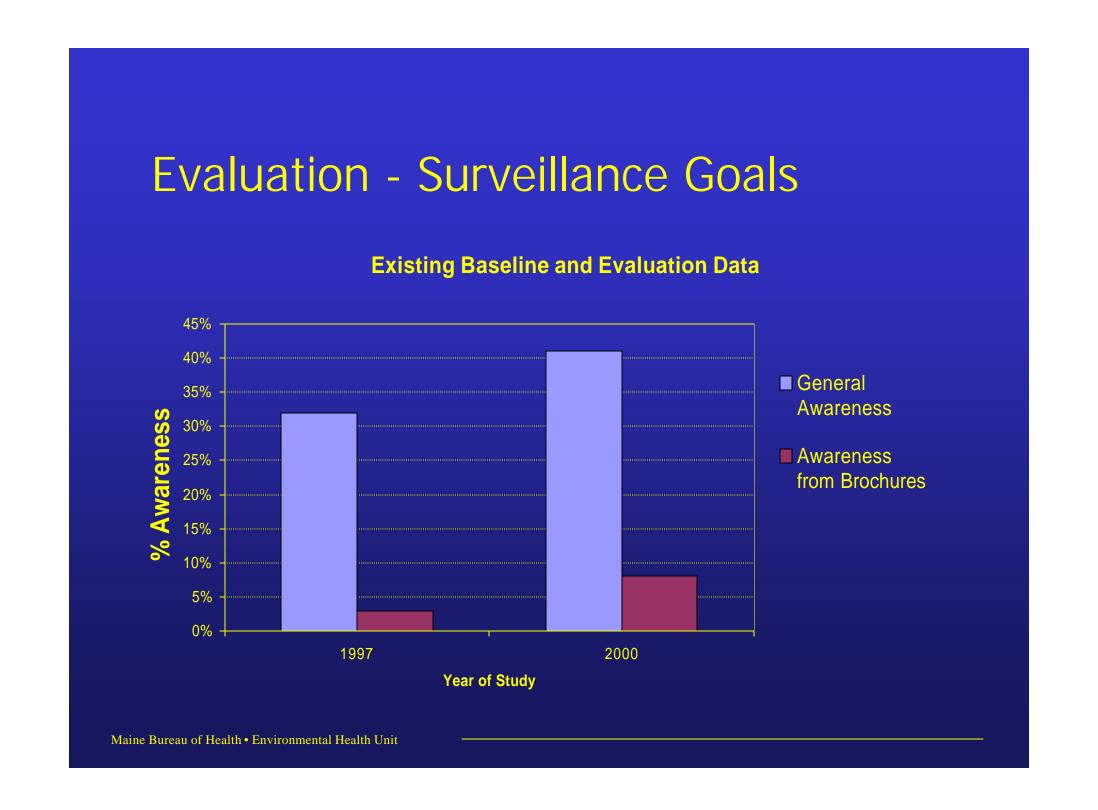
Survey

- Expected n>500

Hair Biomonitoring

- Expected n>100

Have baseline data for both data sets



Evaluation - Surveillance Goals

Hair Hg Levels (ppm) in Women of				
Childbearing Age				
	Sample	50^{th}	$75^{ m th}$	95 th
	Size	Percentile	Percentile	Percentile
National (NHANES)	702	0.2	0.5	1.4
Maine 1997	104	0.5	0.8	1.4

Next Steps?

- Incoming data Spring 04
- Data analysis Summer/Fall 04

How integrate into Tracking Grant?

- Track awareness over time
- See change in Hair Hg especially in relation to fish consumption

Feasibility

- Are there a subset of questions to integrate into existing surveys?
 - PRAMS
 - BRFSS

Discussion Questions

- Is this where we want to put our efforts?
- Do you agree with Surveillance Goals?
 - Track awareness over time
 - Tie hair Hg with fish consumption